

A vertical strip on the left side of the slide features a collage of various items: a red lei, a yellow lei, a small yellow vase, a map, a golf club, and a golf ball.

2004 Hawaii Annual Tourism Marketing Plan Rollout Meetings

Hawaii Tourism Authority
November 17-21, 2003



HAWAII

THE ISLANDS OF ALOHA



Visitors and Convention Bureau

2004 Annual Tourism Marketing Plan
North America Leisure and Global CMI
Public Meeting

Presented By:

The Hawai'i Visitors and Convention Bureau

HVCB Central & Island Chapters

Roles and Responsibilities

▶ HVCB Central

- Statewide or “Umbrella” marketing to build the Hawai‘i brand and increase intent to visit Hawai‘i

▶ Island Chapters

- Island-specific information, building individual island sub-brands, increasing intent to visit their island(s)

Gives Hawai‘i a unique and highly respected formula for success

Presentation Outline

North America Leisure and Global Corporate Meetings & Incentives: Strategies, Tactics & Programs

- ATMP Strategies
- Program Highlights
- Intended Results
- Opportunities to Partner

ATMP Strategies

North America Leisure

1. Focus on Gateway Cities
2. Integrated Media Coverage
3. Targeted Vertical Markets
 - *Golf Marketing*
 - *Arts & Culture Marketing*
4. Web and eMarketing
5. Travel Trade
6. Research, Measurement and Evaluation

Global Corporate Meetings & Incentives

North America Leisure

Program Highlights

1. Focus on Gateway Cities

Program Highlights

► **Market Selection**

A preliminary list of markets has been developed based on the following:

- Air service availability, with emphasis on gateway nonstop and feeder markets
- Visitor volume delivered by the market
- Growth potential, defined by population base and composition of targeted segments
- A balance across the North America MMAs

1. Focus on Gateway Cities

Program Highlights

Tier 1

- ▶ Los Angeles Area¹
- ▶ San Francisco Area²

¹ LAX, Burbank, Ontario & Orange County

² SFO, Oakland & San Jose

Tier 2

- ▶ Seattle
- ▶ New York City
- ▶ San Diego
- ▶ Chicago

Tier 3

- ▶ Portland
- ▶ Sacramento
- ▶ Washington D.C.
- ▶ Denver
- ▶ Phoenix
- ▶ Dallas
- ▶ Atlanta
- ▶ Vancouver

Tier 1 - Cities will be allocated **two** media flights of **three weeks** each, including TV, print, PR, promotions, and sales training.

Tier 2 – Cities will have **two** media flights of **two weeks each**, including TV, print, PR, promotions, and sales training.

Tier 3 – Cities will each receive **one** media flight of **two weeks each**, including TV, print, PR, promotions, and sales training.

2. Integrated Media Coverage

Program Highlights

► Advertising

- Spot cable in the Tier 1, 2 and 3 gateway city markets
- Syndicated spot Hawai'i TV programming
- Consumer magazine co-op ads augmented by advertising by sellers and suppliers
- eNewsletters to 250,000 subscribers
- Advertising to drive traffic to gohawaii.com

2. Integrated Media Coverage

Program Highlights

► **Public Relations**

- Television programming, such as “American Idol”
- 2004 Media Marketplace – targeting leading publications/journalists
- Attendance at key gatherings of travel writers (SATW, TMS, TMAC)
- Specialized statewide press trips (“Discovery” press trip program)

3. Targeted Vertical Markets – Golf

Program Highlights

► ***Golf Marketing***

- *PGA TOUR's "Aloha Season"*
- *"Links to Paradise" (partnership w/PGA)*
- *Continuation of "Golf Hawai'i"*
- *Enhancing golf-related content on gohawaii.com*
- *Quarterly e-newsletter*
- *Golf-niche press kit*

3. Targeted Vertical Markets - Arts/Culture

Program Highlights

► ***Arts and Culture Marketing***

- *New Television Commercial*
- *New Magazine Advertising*
- *Special “Hawai‘i Arts Season” Section on gohawaii.com*
- *Statewide Press Trip & Press Packet*
- *Market Blitz 90 Days Prior to Spring Shoulder Season*
- *Possible Development of TV Programming*

4. Web and eMarketing

Program Highlights

► ***Web and eMarketing***

- Tighter integration of all marketing elements on gohawaii.com
- More effective integrated communications program of websites, digital asset management and e-mail campaigns
- Advertising and cooperative programs to provide year-long continuity of specific messages on travel sites and portals, as well as on lifestyle-specific sites

5. Travel Trade

Program Highlights

► ***Travel Trade***

- Hawai'i Destination Specialist Program
- Island Destination Specialist Training Programs
- On-Island Destination Training
- Travel Agent FAM Trips
- Specialized Site Inspections
- Cooperative Marketing
- Seasonal Thematic Merchandising Kit
- Semi-Annual Meetings

6. Research, Measurement & Evaluation

Program Highlights

► ***Research, Measurement & Evaluation***

- Foundation of marketing strategies and programs
- Ongoing monitoring and analysis of market conditions, targeted travel segments and consumer travel behaviors
- HVCB's *Tourism Industry Update*
- Mining the database of *Islands of Aloha* travel planner requestors
- Evaluating marketing programs and components
- "Hawai'i Advertising/Marketing Effectiveness" (NFO Plog)

Corporate Meetings & Incentives (CMI)

Program Highlights

Corporate Meetings & Incentives

Program Highlights

► ***Client Targeting***

- Fortune 1,000 companies in North America
- US-based companies with Asia affiliates and companies based in Asia
- International organizations and associations
- Corporations/associations aligned with Hawai'i's core competencies

Corporate Meetings & Incentives

Program Highlights

► ***CMI Sales and Marketing Team***

- Sales managers in strategic locations linked to key customer bases
 - Boston
 - Washington, D.C.
 - San Francisco
- One-stop shopping for meeting planners

Corporate Meetings & Incentives

Program Highlights

► ***Dominate the Market***

- Advertising: Ideal business meeting & incentive venue
- Public Relations: work the media at HCC events and work them at key trade shows
- Trade Shows: Dominate with the new Hawai'i Pavilion
- Client Promotions and Targeted Sales Blitzes
- Educational FAMs
- Direct Mail campaigns

Corporate Meetings & Incentives

Program Highlights

► *Internet Marketing*

- www.meethawaii.com
- Portal for comprehensive, CMI destination information
- Online Request for Proposals (RFPs)
- Quarterly e-newsletters

Corporate Meetings & Incentives

Program Highlights

► ***CMI Services***

- Setting the industry standard
- Planning and booking process
- Encourage pre- and post-meeting stays
- Encourage increased visitor spending

Intended Results

Intended Results

Support HTA in its efforts to:

- *Differentiate the Hawai'i brand and efficiently target marketing programs*
- *Target higher spending, longer-staying, active lifestyle travelers*
- *Counter consumer price and distance objections with co-op marketing*
- *Optimize peaks and grow shoulder periods*
- *Create marketing programs with cooperative investment opportunities for partners to close the sale*
- *Support HTA in its efforts to achieve all of its strategic initiatives as described in Ke Kumu, including promotion of events, festivals, etc.*

Intended Results

North America Leisure

To positively impact measures of travel intentions and brand strength, tracked by NFO Plog's quarterly Hawai'i Advertising/Marketing Effectiveness Study:

- *Increase intention to visit Hawai'i*
- *Analysis of U.S. West and U.S. East messaging*
- *Boost sample size in key MSA source markets*

Intended Results

U.S. West

Achieve managed growth of Hawai'i's tourism industry by increasing visitor arrivals and expenditures.

2004 HTA Targets: U.S. West		
	Growth	Target
Total Spending (mil.)	+9.1%	\$4,126.8
\$PPPD Spending	+3.0%	\$148.84
Visitor Days	+5.9%	27,727,044
Visitor Arrivals	+2.5%	2,620,704
Length of Stay	+1.4%	10.58 days

Intended Results

U.S. East

Achieve managed growth of Hawai'i's tourism industry by increasing visitor arrivals and expenditures.

2004 HTA Targets: U.S. East		
	Growth	Target
Total Spending (mil.)	+9.3%	\$3,294.8
\$PPPD Spending	+2.5%	\$170.05
Visitor Days	+6.6%	19,376,015
Visitor Arrivals	+3.0%	1,684,871
Length of Stay	+1.7%	11.50 days

Intended Results

Canada

Achieve managed growth of Hawai'i's tourism industry by increasing visitor arrivals and expenditures.

2004 HTA Targets: Canada		
	Growth	Target
Total Spending (mil.)	+8.6%	\$353.1
\$PPPD Spending	+2.0%	\$119.65
Visitor Days	+6.5%	2,950,839
Visitor Arrivals	+2.5%	216,179
Length of Stay	+1.0%	13.65 days

Intended Results

Corporate Meetings and Incentives

*HVCB's CY 2004 goal is **1,000 qualified hotel leads** yielding **660,000 lead room nights**, from all sources, for hotels/resorts statewide*

Goals set for the island distribution of leads generated by CMI are based on historical patterns:

- O'ahu 50%
- Kaua'i 15%
- Maui 40%
- Lana'i/Moloka'i 3%
- Big Island 30%

Opportunities to Partner

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Visitors and Convention Bureau

Potential partnerships in 2004 include:

➤ **Consumer**

- *:15/:15 television commercials*
- *Full-page single-leaf insert*
- *Islands of Aloha Express e-Newsletter*

Contact: Gail Harding, Director of Consumer Marketing - (808) 923-1811

➤ **Travel Trade**

- *Trade Shows*
- *Island Specialist Program*
- *Travel agent e-Newsletter*

Contact: Dan Gomez, Coordinator-Travel Trade Development - (808) 923-1811

Opportunities to Partner

CMI Trade Shows - 2004

- Meeting Professionals International – PEC/WECC
- Northern California Chapter of MPI
- Asia-Pacific Incentive & Meetings Expo
- New England Chapter MPI
- Greater Washington Society of Association Executives
- HSMAI Affordable Meetings West
- Meeting World
- Canadian Meetings & Incentive Travel Symposium
- American Society of Association Executives
- HSMAI Affordable Meetings Expo & Conference
- Incentive Travel & Meetings Expo
- California Society of Association Executives

For more information, including event dates, contact:

Mike Murray, Director of Sales, CMI – (808) 923-1811

www.meethawaii.com

Opportunities to Partner

CMI Sales Blitzes - 2004

- Pacific Northwest Sales Blitz
- Pharmaceutical Sales Blitz
- West Coast Road Show
- Texas Annual Sales Blitz

For more information, including event dates, contact:

Mike Murray, Director of Sales, CMI – (808) 923-1811

www.meethawaii.com

Opportunities to Partner



Advertising

Cooperative advertising opportunities are available in the following publications:

- Hawaii'i Magazine
Contact: Lorrain Burgess – (808) 589-1515
- Arthur Frommer's Budget Travel
Contact: Tori Weeshoff, Destination Marketing – (808) 942-7400
- Bridal Guide Magazine
Contact: Audrey Higuchi – (808) 737-7422

Opportunities to Partner



Public Relations

- PR Colleagues Briefing on Kaua'i / 1st Quarter 2004, participate in the public relations update regarding future KVB PR efforts for 2004
- Individual Travel Writers / Provide members services for writers coming to Kaua'i
- Press Trips to Kaua'i will focus on:
 - Family Adventure - June 21-17
 - Romance & Rejuvenation - August 9-15
 - Golf, held around the PGA Grand Slam of Golf scheduled for December 2004

**Contact: Emele Cox or Dara Lum, McNeil Wilson Communications
(808) 531-0244**

Opportunities to Partner



Travel Trade

- FAMs for the travel trade industry / Provide member services for participants coming to Kaua'i to learn more about the island

Contact: Jory Mata, Sales Coordinator, KVB – (808) 245-3971

Internet

English and Japanese web site listings for KVB members

**Contact: HVCB Membership Department – (808) 923-1811
or Sue Kanoho, Executive Director, KVB – (808) 245-3971**

Opportunities to Partner



Advertising: Single Sheet Advertising Program

National Geographic Traveler

Contact: Kay Hampton, Media Matters - 395-0088; kay@mmihawaii.com

Travel + Leisure

Contact: Liane Sunn, Publicitas/Globe Media - 593-3223 x12; lsunn@publisitas.com

Conde Nast Traveler

Contact: Loren Malencheck - 283-7122; loren@hawaii.rr.com

Bon Appetit

Contact: Francesca Viarnes - 255-3032; viarnes@hula.net

The New Yorker

Contact: Debbie Joseph, Destination Marketing HI - 942-7400; josephd001@hawaii.rr.com

Texas Monthly

Contact: Debbie Joseph, Destination Marketing HI - 942-7400; josephd001@hawaii.rr.com

Family Fun

Contact: Laurie Doerschlen, Media Links – 737-4621; MDLinks@aol.com

Opportunities to Partner



Advertising: Online Media Program

National Geographic Traveler

Contact: Kay Hampton, Media Matters - 395-0088; kay@mmihawaii.com

Weddingchannel.com

Contact: Maria - (213) 599-4452

Advertising: Other Media

Southern Living

Contact: Charlotte Works

Midwest Living

Contact: Debbie Joseph, Destination Marketing HI - 942-7400; josephd001@hawaii.rr.com

theknot.com

Contact: Jena Tanaka, Destination Marketing HI - 942-7400; tanakajena@hawaii.rr.com

Orbitz.com

Contact: Dean Anderson, Travelclick (for hotels) – 239-4334

Opportunities to Partner



Collateral

Reprints with partner cover/logo

Romance planner (Eng, Jap)

Family planner (Eng, Jap)

Map (Eng, Jap)

Golf guide (Jap-tbd)

Contact: Lisa Mock, OVB - 524-0722 x-13; lisa@visit-oahu.com

Advertising inclusion

O'ahu Vacation Planner-2005 (Eng)

Contact: Lisa Mock, OVB - 524-0722 x-13; lisa@visit-oahu.com

eMarketing

Consumer Newsletters (10-12 times per year)

Contact: Noelani Schilling-Wheeler, OVB – 524-0722; noelani@visit-oahu.com

Website (English)

Contact: Kameo Nago, Webmaster

Website (Japanese)

Contact: Mitsue Varley, OVB - 524-0722 x-20; mitsue@visit-oahu.com

Opportunities to Partner



Public Relations/Communication

Media Blitzes (North America)

Contact: Maura Jordan, Stryker Weiner & Yokota - 523-8802 x-24; Jordan@strykerweiner.com

Media Blitzes (Japan)

Contact: Mitsue Varley, OVB - 524-0722 x-20; mitsue@visit-oahu.com

Promotions (U.S., Europe)

Contact: Noelani Schilling-Wheeler, OVB – 524-0722; noelani@visit-oahu.com

Promotions (Japan)

Contact: Mitsue Varley, OVB - 524-0722 x-20; mitsue@visit-oahu.com

Travel Trade/Sales

Travel Professional Sales (North America) - O'ahu Destination Specialist Program

Contact: Stacey Martin, OVB – 524-0722 x-12; stacey@visit-oahu.com

Wholesaler Programs (North America)

Contact: Noelani Schilling-Wheeler, OVB – 524-0722; noelani@visit-oahu.com

Travel Professional Sales (Japan)

Contact: Mitsue Varley, OVB - 524-0722 x-20; mitsue@visit-oahu.com

Opportunities to Partner



Maui will have numerous opportunities to partner throughout the year.

Please contact **Terry Vencel**, Executive Director of the **Maui Visitors Bureau**, for more information on partnership opportunities:

(808) 244-3530

Opportunities to Partner



Trade Shows (Travel Industry & Consumer)

Contact: Eric Dutro, Director of Sales, BIVB
(808) 886-1655; edutro@hvcb.org

Public Relations

Contact: Vivian Landrum, Director of P.R. and Communications, BIVB
(808) 886-1655; vlandrum@hvcb.org
or Ross Wilson, Current Events (808) 326-7820; greatpr@ilhawaii.net

Web Site

Contact: Vivian Landrum (contact information above)

Advertising

Contact: Debbie Baker, Current Events
(808) 326-7820; dbaker@current-events.com

Aloha & Mahalo

